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Gender Rules: Differences in Male and Female First-Year Undergraduate Adherence to
Campus Alcohol Policy

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The University of Mississippi

Sponsored by the Office of the Dean of Students

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Abstract

Although differences in both men's and women's risk-taking and alcohol consumption have been respectively examined in previous research, the relationship between the two has not been thoroughly documented. While there have been studies on differences between male and female drinking habits, including those on amount and frequency of consumption, as well as studies documenting how women felt about both risk-taking and gender differences in morality, these factors are rarely, if ever, expressly linked. The current study aims to test past research regarding women's traditional hesitation towards engaging in risky behavior and rebelling against policy through the study of behavioral outcomes (alcohol consumption) and perception of authority (alcohol policy). The participants in the current study comprise a sample of 534 University of Mississippi first-year undergraduate students (40.4% male, 59.6% female) recruited via a convenience sample of 35 out of 123 available EDHE Freshmen Year Experience classes being conducted in Fall 2015. The results of this examination revealed that there are significant differences between men's and women's overall consumption patterns of alcohol and found a significant relationship between gender and adherence to and perception of alcohol policy.

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Gender Rules: Differences in Male and Female First Year Undergraduates Adherence to Campus Alcohol Policy

There is a large body of evidence indicating that, overall, women tend to exhibit greater deference to authority and are more willing than men to obey in order to contribute to the common good (Sikula & Costa, 1994; Skitka, Bauman, & Lytle, 2009). Carol Gilligan (1982) found through her research on morality and women's development that women tend to have a "different voice" than their male colleagues that is more concerned with responsibility and concern for others. This "ethic of care" (Larrabee, 1993) has been shown to permeate multiple areas of life, including deference to laws and minimizing pain through decreased risk-taking (Skitka, Bauman, & Lytle, 2009). In addition to being more cautious in isolated events, women tend to carry this caution into lifestyle choices, with one such area being drinking and alcohol consumption. For example, collegiate women constitute only half as many heavy drinkers as collegiate men (O'Hare, 1990). Women are more likely to refrain from abusive behavior involving alcohol, making women much less likely to be charged with alcohol-related crimes. Only one out of every five arrests for driving under the influence (DUI) is a woman (Center for Disease Control and Prevention, 2016). This previous research may be cause to suspect that women are more likely to consider the merits of policies made by authority figures and are less inclined than men to participate in risky behavior. Therefore, it is possible that undergraduate women are more likely to follow campus alcohol policies and will be less inclined than their male counterparts to participate in binge drinking and other risky behaviors. The current study aims to test this hypothesis by asking a large sample of first

year undergraduate men and women to report on their drinking behavior and knowledge, perception, and attitude towards campus alcohol policy.

Risk Taking and Gender

Numerous studies show a definite divide in men's and women's willingness to partake in risky behavior (Croson & Gneezy, 2009). Harris and Glaser (2006) suggest that the reason for this is due to women's increased perception of negative outcomes and a decreased expectation of enjoyment from participating in risky behaviors. This phenomenon is believed to be the result of females' biologically heightened perception of negative outcomes associated with risk-taking, as women are responsible for reproduction and childcare. Women were found to judge negative outcomes as significantly more severe than men, which may suggest that women are unwilling to break alcohol policies due to concerns about the consequences and associated punishment (Harris & Glaser, 2006).

Often times, the difference between men's and women's willingness to partake in risky behavior is attributed to socialization processes and different access to positions of authority (Johnson, 1994). Johnson (1994) emphasizes how conversation and language can play a role in shaping feminine ideas by reinforcing power structures and positions in society. Carli (1990) elaborates on the importance of communication in shaping how women respond to authority figures, claiming that women tend to use more qualifiers in order to soften their opinions in conversation. Emler and Reicher (1987) propose that the differences in speech patterns and deference to authority emerge and are confirmed when girls are in the adolescent stage of their lives, as this is when male authority figures, such as fathers, play the largest role. In contrast to feminine attitudes, males have been found

to have more negative attitudes towards institutional authority. This suggests that males are less likely than females to abide by institutionally mandated policies (Emler & Reicher, 1987).

In an empirical study, Jaffe, Hyde, and Shibley (2000) compared two forms of reasoning previously suggested by Gilligan: care orientation and justice orientation. These two orientations were derived from Kohlberg's theory of moral reasoning, which he outlined in three ascending levels. Gilligan argued the need to separate overall morality into separate categories due to the immense role of socialization in shaping moral judgments and the female perspective. This resulted in the division between care and justice. It was found that women favor the care orientation while men favor the justice orientation, further demonstrating the effects socialization has on perceptions of morality. A similar study employing Kohlberg's model again found a statistically significant difference between men and women, with women measuring 4.5 points higher on a moral judgment scale (White, 1999).

Undergraduate Alcohol Consumption and Gender

In relation to alcohol consumption, gender roles have been proven to play a significant role. The phrase "drink like a man" has been adopted by recent undergraduate women and has been used as a show of gender equality (Young, Morales, McCabe, Boyd, & D'Arcy, 2005). Kaya, Iwamoto, Grivel, Clinton, and Brady (2016) found a similar trend, reporting that women who were more likely to display traditionally masculine traits, such as impulsivity (defined as rash behavior when in especially positive or negative moods), were also more likely to engage in heavier and more frequent drinking.

Young et al.'s study encompasses the social factors of the gender divide, while Kaya et al. helps to demonstrate the potentially biologically driven aspects.

An overwhelming amount of research shows that undergraduate students (ages 18-24) drink larger amounts of alcohol with greater frequency than other age groups, making them an at risk group (Smeaton, Josian, & Dietrich, 1998; Montgomery & Haemmerlie, 1993). Raskin and Jackson (2004) observed that attending college presents a special risk to young adults because there are normally increases in alcohol availability and acceptance of drinking on colleges campuses, both factors that lead to increases in heavy episodic drinking. Heavy episodic drinking is further defined as consuming five or more drinks in a row for men and four or more in a row for women on one or more occasions within a two week time period (Wilson, Pritchard, & Schaffer, 2004). Undergraduate drinking has been linked to tremendous risks in safety, health, and productivity (Cyders, Flory, Rainer, & Smith, 2009). It has been shown that students drink for a variety of reasons, with impulsivity and sensation-seeking being two of the most cited reasons (Baer, 2002). Social pressures have also been linked to an increase in drinking among college students (Baer, 2002). Young et al. (2005) found that women feel pressure to drink heavily in order to be viewed positively by male peers or to emphasize their own sexuality. In addition to perceived outer social pressures, pressures from close friends have been found to have the greatest impact on drinking behavior (Thombs et al., 2005). Campo et al. (2003) confirms this notion by studying the differences of social and subjective norms, concluding that subjective norms, or those of close friends or family, are most likely to have an impact on drinking behavior.

In relation to behavior, research shows that men typically drink more and with greater frequency than women do. Korcuska and Thombs (2003) found that men and women normally drink with the similar frequencies, but men tend to drink far more, even after accounting for differences in body weight and metabolism. Overall, it has been determined that men drink greater quantities of alcohol, drink alcohol more frequently, and drink until intoxication more often than do women (Wilson, Pritchard, & Schaffer, 2004).

University Alcohol Policies

With so many students at risk for abusive or excessive alcohol-related behavior, colleges and universities have installed policies to try to mitigate this behavior. The National Prevention Council released a report in detailing the most effective ways to curb excessive or abusive drinking behavior in at-risk populations, such as undergraduate students. The report proposes that the best ways to limit excessive alcohol are 1) to support state and local implementation and enforcement of alcohol control policies, 2) to create environments that empower young people not to drink or use other drugs, 3) to identify alcohol and other drug abuse disorders early and provide brief intervention, referral, and treatment, and 4) to reduce inappropriate access to and use of prescription drugs (National Prevention Council, 2011). Many alcohol policies in place in colleges and universities are consistent with these guidelines, attempting to more thoroughly enforce state and local laws, provide students with a safe environment, and identify and help those with the tendency to abuse alcohol. Additional advice on campus alcohol policy has been offered by researchers, claiming that programs and policies should be aimed at frequent binge drinkers, and should refer them to an educational program or

treatment facility while also emphasizing the harm they cause to students who are not binge drinkers (Wechsler, Lee, Gledhill-Hoyt & Nelson, 1994).

Alcohol policies on undergraduate campuses take many forms and have mixed results. Wechsler et al. (2001) found that students attending colleges with policies that entirely ban alcohol consumption on campus were 30% less likely to engage in heavy episodic drinking and were overall more likely to abstain from alcohol consumption. However, total bans also result in more extreme drinking habits by those students who do choose to consume alcohol (Wechsler, et al., 2001). Several college campuses have made steps to shift towards campus-based environmental management strategies, which integrate individuals, groups, institutional factions, community factors, and public policy through the implementation of additional surveillance and authority figures. This approach has not been thoroughly tested for effectiveness, although previous research suggests that college campuses could benefit from establishing a permanent campus task force to help monitor alcohol abuse and misuse (DeJong, 2002).

In addition to traditional policies, several universities have seen significant success through the use of media (Campo, Brossard, Frazer, Marchell, Lewis, & Talbot, 2003). A five-year study at a large, public residential college campus found that a media campaign designed to change student perceptions of the amount of binge drinking happening on their campus succeeded in lowering the number of students who perceived binge drinking as the norm by 18.5%, and lowering self-reported binge drinking by 8.8% (Haines & Spear, 2010). It is thought that media campaigns are successful due to the fact that students chronically overestimate the amount and frequency in which those around them consume alcohol (Lewis & Neighbors, 2006). Correcting perceptions of social

norms can help to lessen students' urge to participate in binge drinking in order to match peers.

University of Mississippi Alcohol Policy

In order to better understand the survey results, it is vital to consider the policies in place where the survey was given. The University of Mississippi employs a policy entitled "Skip the Risk," which prohibits the abusive or unlawful sale, manufacture, possession, distribution, and consumption of alcohol (Skip the Risk, 2016). This is enforced through a Two Strike Rule, which stipulates that if there is a second offense during the student's initial probation period, that student's enrollment at the University will be suspended. Students, university-recognized organizations, or others that are found in violation of the Two Strike policy are subject to campus disciplinary actions and potential civil liability and/or prosecution (Skip the Risk, 2016).

In an effort to limit abusive and illegal consumption of alcohol on campus and within its student body, the University of Mississippi last updated its alcohol policy in 2007. The new plan was created in an attempt to clarify preexisting regulations and to implement recommendations made by an alcohol task force that then-Chancellor Robert Khayat had appointed. Many laws were, and some arguably still are, ambiguous, especially those regarding drinking policy in the Grove and at baseball games, as policy shifts to make an allowance for tailgating provided that the one in possession of alcohol is of legal drinking age. In an attempt to summarize the purpose of new alcohol policy revisions, Khayat stated in 2007 that, "We want to teach our students to make healthy, smart choices. Rules alone cannot change the culture of alcohol that is common to campuses across the country. But by educating our students about alcohol and reinforcing

these efforts thorough realistic, enforceable rules with clear consequences, we believe we can effectively address this social problem (Elkins, 2007).” With this, Khayat reinforces many of the guiding principles and recommendations cited above while also laying out a holistic approach to minimizing excessive binge drinking.

In addition to a campus alcohol policy, the University of Mississippi along with 800 other colleges and universities across the United States employ an interactive online program called AlcoholEdu for College. This program is designed to minimize the negative consequences of alcohol through education regarding safe drinking habits and college drinking norms in the form of videos, quizzes, and interactive activities (Everfi, 2016). Completion of AlcoholEdu for College is mandatory for all incoming students at the University of Mississippi.

The purpose of the current study is to understand the links, if any, between gender and adherence to alcohol policy as well as the differences in drinking behavior between genders. Past research suggests that women would be more likely to adhere to alcohol policy, as they tend to have a higher rate of deference to authority, a higher sense of morality, and a greater perception of the consequences associated with risky behavior. In this scenario, the authority figure is more ambiguous, being the University of Mississippi campus alcohol policy. The consequences of breaking the policy are defined in the UM alcohol policy through the Two Strike rule. It is hypothesized that there will be significant differences in men and women’s drinking behavior, as well as significant differences in their perception and adherence to the UM alcohol policy.

Method

Participants

The University of Mississippi 2015 Fall freshmen class contains 3,969 students total (44.8% male, 55.2% female). Participants in the current study include 534 first-year undergraduate students from the 2015 Fall freshman class at the University of Mississippi (40.4% male, 59.6% female). The University of Mississippi Fall 2015 freshmen class contains 79% of students that identify as Caucasian, 13% that identify as African American, 4% that identify as Asian, 4% that identify as Hispanic or Latino, and less than one percent that identify as each Native Hawaiian or Pacific Islander, American Indian or Alaskan Native, and multiracial or another race. The survey represents 78.2% students identifying as Caucasian, 9.9% of students identifying as African American, 2.8% identifying as Latino, 1.9% identifying as American Indian, 2.4% identifying as Asian, 0.7% identifying as Native Hawaiian or other Pacific Islander, and 0.6% identifying as another race. Of the students surveyed, 97.9% lived on campus. These demographics are all relatively similar to those of the University of Mississippi Fall 2015 freshmen class, making the sample representative of the population.

Method

Measures

There were a total of 245 items of questions or statements on the survey. There were 15 items that contained only “yes” or “no” answers, such as, “Do you consider the University of Mississippi a party school?” There were 15 question prompts that asked the student to check all of the answers that applied, with the number of possible checked answers ranging from 4 to 16. An example of this question type would be, “Have you ever refrained from going out drinking for any of the following reasons? (Check ALL that apply),” with answer choices such as, “I was afraid I would violate the alcohol

policy.” There were 28 questions that used a Likert scale of varying point values. For example, one questions stated, “Drinking is the best way for me to be social.” The associated scale had 5 points, ranging from “Not to at all true” to “Completely true.” The remaining questions were asked in a basic multiple-choice format, which questions such as, “Did you consume alcohol prior to coming to college?” and “How did you initially become familiar with the University of Mississippi strike policy?” On questions containing sensitive information, students were given a “Prefer not to answer” option. The last portion of the survey contained questions regarding sex, race, grade point average (GPA), organization membership, and other basic demographic information.

Data was gathered from EDHE classes of the Fall 2015 semester. EDHE is the academic component of the Freshmen Year Experience at the University of Mississippi, which is designed to help freshmen students make the transition from high school to college, enhance their individual academic skills, and explore the best major and career path best for them (The University of Mississippi Common Reading Experience, 2016). Choosing to gather data from EDHE classes was done so out of convenience, as the classes offer access to a large number of freshmen that can take paper surveys. EDHE classes were selected using simple random sampling—of the 123 available EDHE classes, 35 were surveyed. Survey questions fell mainly into four categories: policy knowledge, perceptions of drinking behavior, campus drinking behavior, and alternatives to drinking. The surveys aimed to collect information about current college freshmen’s perception of drinking, whether or not they understood the current University of Mississippi (UM) alcohol policy and its consequences, how the UM alcohol policy affected their behavior, how likely they were to participate in alternatives to drinking,

their current and past drinking behavior, and basic demographics. (See appendix A for a complete copy of the survey).

Procedure

The University of Mississippi's Institutional Review Board approved all procedures used in current survey. A convenience sample was taken of 35 out of the 123 sections of EDHE 105 offered in the fall semester of 2015. The number sampled was chosen to ensure viability within a 5% margin of error. These classes were selected through simple random sampling using an electronic random number generator. Packets of surveys were given to the selected EDHE instructors who distributed them to their students during class time. Selected EDHE instructors allowed their students roughly twenty minutes to complete the survey, after which the instructors collected the surveys. After the completion of the surveys, instructors returned the surveys to the manila envelope in order to preserve confidentiality. The results from all started and completed surveys were recorded and transferred to an electronic file. Once fully entered online, data was analyzed with data processing software, SPSSStatistics.

Results

Analysis of differences in drinking behavior between genders

In order to begin to look at differences in male and female adherence to policy, it is important to note their behavior before coming to college. By using a Chi-Square to test association claims of the two categorical variables (gender and drinking behavior prior to attending college), it was calculated that only 13.3% of males responded that they had never consumed alcohol prior to college, while 18.5% of females responded that they never had. It was found that 5.6% of males had consumed alcohol, but only with their

parents, while 10.5% of females had consumed alcohol only with their parents. Further, 17.9% of men drank alcohol only at formal functions while 23.4% of females drank alcohol only at formal functions. It was found that 63.3% of males drank alcohol on a regular basis before coming to college, while only 47.6% of females said the same. It was hypothesized that there would be a significant difference between men and women in both the amounts and the situations they drank prior to college. This hypothesis was supported, $\chi^2(6, N = 534) = 13.757, ns, \phi = .168$. Overall, this shows that men are more likely to drink before high school, and are more likely to do so in riskier situations, which could be explained by women's inclination to drink in safer situations, such as with their parents or at formal events where there are adults and other people in attendance.

From here, we can go on to evaluate the amount of alcohol males and females are drinking in college as opposed to how much they drank in high school. Using a Chi-Square to test association between two categorical variables, (gender and drinking behavior in college as compared to drinking behavior in high school), it was found that 11.7% of males are drinking less now (in college) than they did in high school, as compared to the 14.3% of females who are drinking less. Similarly, 29.9% of males are drinking the same amount, compared to the 25.4% of females who are drinking the same amount. It was found that 47.2% of males are drinking more now than they did in high school, as compared to the 44.3% of females who are drinking more now. Calculations showed that 11.2% of males did not drink in high school and still do not drink in college, and 15.7% of females also do not drink. It was hypothesized that there would be a statistically significant difference between how much men and women are drinking now as compared to how much they drank in high school. The hypothesis was not supported,

$\chi^2 (8, N = 534) = 5.447, ns, \phi = .106$. This may be due to the fact that males consumed more alcohol prior to attending college and therefore there was no large increase in drinking behavior once beginning college.

To further analyze differences in men's and women's alcohol consumption, we can look to more concrete numbers by using a Chi-Square to test the associations between gender and drinks consumed in the last week. When asked how many drinks the student had consumed in the last week, 9.6% of men and 18.8% of women replied that zero drinks were consumed, 21.3% of men and 29.6% of women replied 1-5 drinks, 19.3% of men and 20.9% of women replied 6-10 drinks, 13.7% of men and 11.1% of women replied 11-16 drinks, 11.7% of men and 2.4% of women replied 16-20 drinks, and 12.2% of men and 2.4% of women replied 21 or more drinks. The differences between men and women in this case are significantly different, with $p = .000$. The results are summarized in the table below.

| | 0 drinks | 1-5 drinks | 6-10 drinks | 11-16 drinks | 16-20 drinks | 21 or more |
|--------|----------|------------|-------------|--------------|--------------|------------|
| Male | 9.6% | 21.3% | 19.3% | 13.7% | 11.7% | 12.2% |
| Female | 18.8% | 29.6% | 20.9% | 11.1% | 2.4% | 2.4% |

It was hypothesized that there would be a significant difference between gender and the amount of drinks consumed by survey takers in the last week. This hypothesis was supported, $\chi^2 (6, N = 534) = 13.757, ns, \phi = .168$. This shows men's propensity to drink much larger amounts of alcohol, which would be considered heavy episodic drinking and grouped within the realm of risky behavior. As previous research has shown, women are much less likely to participate in this dangerous behavior for a multitude of reasons.

When asked how much the participants drink in a typical week (as opposed to confining results only to the last week), results were statistically significant with similar percentages to those found when participants were asked how much they drank in the last week, further confirming women's hesitation to participate in risky behavior.

In response to where students are drinking, it was found that 62.4% of males and 54.8% of females drink in residence halls ($p = .236$), 78.9% of males and 66.4% of females drink in the Grove ($p = .022$), 75.4% of males and 74.2% of females drink in fraternity houses ($p = .124$), 3.9% of males and 0.8% of females drink in academic buildings ($p = .153$), 38.3% of males and 27.4% of females drink at restaurants in Oxford, Mississippi, home to the University of Mississippi ($p = .076$), 29.8% of males and 23.5% of females drink at campus apartments ($p = .349$), 46.4% of males and 25.8% of females drinks at Vaught-Hemingway Stadium ($p = .000$), 4.5% of males and 0.9% of females drink at the intramural fields ($p = .092$), 56.7% of males and 57.2% of females drink at off-campus events such as formals and field parties ($p = .395$), 75.7% of males and 70.0% of females drink at bars in Oxford ($p = .381$), 78% of males and 71.3% of females drink at off-campus housing and parties ($p = .318$), and 3.3% of males and 3.4% of females drink in sorority houses ($p = .634$). The only places that showed a statistically significant difference in responses were the Grove and Vaught Hemingway Stadium, which are both areas associated with tailgating and football games, meaning that men may be more inclined than women to drink before and at games. Both Vaught Hemingway Stadium and the Grove are highly public areas that are patrolled relatively heavily by security and policemen, so this may indicate that women are less inclined to drink in these types of risky situations.

The survey also tested for differences in how freshmen undergraduates obtain the alcohol that they consume. Using a cross tabulation and Chi-Square to test for association between methods of obtaining alcohol and gender, it was found that 41.6% of males and 27.7% of females use fake identification to purchase alcohol ($p = .017$), 39.2% of males and 37.7% of females have other underage people buy it for them ($p = .927$), 15.9% of males and 18.5% of females parents buy alcohol for them ($p = .671$), 20.1% of males and 20.2% of females are given or sold alcohol by bartenders ($p = .727$), 27.8% of males and 23.1% of females purchase alcohol at places that they know will sell to them ($p = .533$), and 60.3% of males and 61.7% ($p = .748$) of females have people who are twenty-one or over buy it for them. The results are summarized in the table below.

| | Fake ID | Under age | Parents | Bartenders | Know will sell | Over age |
|--------|---------|-----------|---------|------------|----------------|----------|
| Male | 41.6% | 39.2% | 15.9% | 20.1% | 27.8% | 60.3% |
| Female | 27.7% | 37.7% | 18.5% | 20.2% | 23.1% | 61.7% |

Outside of actually purchasing alcohol, it was found that 49.4% of males and 63.1% of females obtain alcohol at fraternity or sorority events ($p = .004$), 61.7% of males and 64.3% of females obtain alcohol at parties ($p = .248$), 13.8% of males and 19.6% of females have their friends' parents supply alcohol ($p = .358$), and 45.2% of males and 53% of females have their friends give alcohol to them ($p = .149$). The results are summarized in the table below.

| | Greek events | Parties | Friends' parents | Friends give it to them |
|--------|--------------|---------|------------------|-------------------------|
| Male | 49.4% | 61.7% | 13.8% | 45.2% |
| Female | 63.1% | 64.3% | 19.6% | 53% |

The only methods of obtaining alcohol that showed statistically significant differences were using a form of fake identification and obtaining alcohol at sorority and fraternity events. Males' propensity to use a form of fake identification could be attributed to their tendency to engage in risky behaviors and the female propensity to receive alcohol at sorority and fraternity events may be due to the fact that many fraternities gear their events towards females by offering free incentives, such as bands and alcohol. Women's inclination to drink at sorority and fraternity houses may also be explained by the fact that obtaining alcohol from them is less risky than purchasing alcohol with a form of false identification, as there is less chance of punishment through the law.

One section of the survey asked students to check, in no specific order, their top three reasons for drinking. Through a cross tabulation using a Chi-Square, it was determined that 40.9% of males and 39.2% of females listed enjoying the taste of alcohol as one of their top three reasons for drinking ($p = .085$). It was found that 65.3% of males and 61.6% ($p = .016$) of females listed that they feel more social when they drink as one of their top three reasons, making this option the most frequently checked. It was found that 29% of males and 25.5% of females ($p = .030$) listed that their friends drink so they do as well as one of their top three answers. Another 55.7% of males and 48.8% of females ($p = .011$) listed that that they liked the feeling of being drunk in their top three choices. Only 12.6% of males and 7.6% of females ($p = .015$) listed that drinking was a cheaper alternative to other activities, such as bowling or going to the movies. It was found that 37.1% of males and 27.3% of females ($p = .013$) listed that they were happier when they were drinking or drunk as one of their top three choices. Only 5.2% of males

and 9.7% of females ($p = .015$) listed that they did not want to feel like the only person who did not drink as one of their top three choices. It was found that 22.8% of males and 26.6% of females ($p = .028$) listed that one of their top three reasons for drinking alcohol was because it is just something that is done in college. Only 10.3% of males and 8.5% of females ($p = .042$) listed that drinking made them feel like an adult in their top three reasons for drinking. It was determined that the top three most frequently chosen reasons for drinking were that students feel more social when they drink, that they liked the feeling of being drunk, and that students feel happier when they are drinking or drunk. These reasons were consistent between genders.

A section of the survey was devoted to asking students what would cause them to refrain from drinking. Students could check as many boxes as they felt applied. By performing a cross tabulation using a Chi-Square test, it was found that 23% of males and 28.1% of females refrain from drinking when their parents are in town ($p = .46$). When Alcohol Beverage Control (ABC) is in town, 55.9% of males refrain from drinking and 51.7% of females refrain from drinking ($p = .482$). In order to save money, 72.5% of males and 56.9% of females refrain from drinking ($p = .004$). If feeling too tired, 68.9% of males and 77.3% of females will refrain from drinking ($p = .005$). If a test is coming up, 74.2% of males and 79.4% of females refrain from drinking ($p = .033$). If work is scheduled the next day, 28.3% of males and 21.1% of females will refrain from drinking ($p = .323$). If resting for a big weekend like a home football game or formal, 43% of males and 46% of females will refrain from drinking ($p = .503$). If experiencing a hangover, 37.7% of males and 32.3% of females will refrain from drinking ($p = .45$). If sick, 54.9% of males and 56.2% of females refrain from drinking ($p = .432$). Only 23.3%

of males and 16.7% of females refrained from drinking because they were scared of getting a strike under the UM alcohol policy ($p = .309$). Additionally, only 16.9% of males and 13.4% of females refrained from drinking because they were afraid of violating the UM alcohol policy ($p = .716$). The results are summarized in the table below.

| | Parents | ABC | Save money | Tired | Test | Work | Weekend | Hungover | Sick | Strike | Policy |
|--------|---------|------|------------|-------|------|------|---------|----------|------|--------|--------|
| Male | 23 | 55.9 | 72.5 | 68.9 | 74.2 | 28.3 | 43 | 37.7 | 54.9 | 23.3 | 16.9 |
| Female | 28.1 | 51.7 | 56.9 | 77.3 | 79.4 | 21.1 | 46 | 32.3 | 56.2 | 16.7 | 13.4 |

It was hypothesized that there would be a significant relationship between male and female towards drinking policy. In relation to students refraining from drinking due to being afraid of receiving a strike under the UM alcohol policy, this hypothesis was not supported, $\chi^2(4, N = 534) = 4.793$, ns , $\phi = .108$. There was no statistically significant relationship, with the raw data even showing a slightly higher indifference to the strike policy by females, which goes against prior research performed on women's deference to authority and resistance to engaging in risky behavior. In relation to students refraining from drinking because they were afraid of violating the UM alcohol policy, the hypothesis is again not supported, $\chi^2(6, N = 534) = 3.707$, ns , $\phi = .095$.

The next section aims to examine what students have participated in or experienced since enrolling at the University of Mississippi. By performing a cross tabulation using a Chi-Square test, we can compare the number of males and females who participated in various activities. It was found that since enrolling to college, 73.2% of males and 60.2% of females report that they have attended lectures, meetings, or

forums on alcohol policy or education ($p = .007$). Since enrolling, 86.8% of males and 91.8% of females received mail, email, or handouts on alcohol policy or education ($p = .493$). Since enrolling, 74% of males and 76.8% of females report that they have seen posters, signs, or flyers on alcohol policy or education ($p = .782$). Since enrolling, 94.4% of males and 96.9% of females report that they have passed AlcoholEdu ($p = .69$), a university-mandated online alcohol education program. Since enrolling, 75.4% of males and 72.7% of females report that they have served as a designated driver ($p = .089$). Since enrolling, 33.3% of males and 21.3% of females report that they have bought or procured a form of false identification ($p = .019$). Since enrolling, 44.7% of males and 29.4% of females report they have used a form of false identification to procure alcohol ($p = .006$). Since enrolling, 46.4% of males and 33.1% of females report that they have owned a form of false identification ($p = .012$). Since enrolling, 76.1% of males and 71.5% of females report they have assisted someone who was over-served or who had had too much to drink ($p = .031$). Since enrolling, 33.7% of males and 33.3% of females report they have read announcements or articles in the Daily Mississippian (a daily, student-run campus newspaper) on alcohol education or policy ($p = .552$). Since enrolling, 41.9% of males and 21.9% of females report they have purchased alcohol for someone under the age of twenty-one ($p = .000$). Since enrolling, 31.5% of males and 28.3% of females report that they have taken a special course on alcohol and other student life issues ($p = .23$). Since enrolling, 76% of men and 83.5% of females report they have discussed alcohol use and abuse in a class ($p = .048$). Since enrolling, 14.8% of males have received a strike and 4.7% of females report they have received a strike ($p = .000$). Since enrolling, 76% of males and 52.8% of females report they have personally known someone who has

received a strike ($p = .000$). Since enrolling, 92.3% of males and 91.3% of females report they have been provided information on where to get help for alcohol-related issues ($p = .404$). Since enrolling, 95.9% of men and 96.9% of women report they have been provided with information about the dangers of alcohol overdose ($p = .056$). Since enrolling, 98% of males and 99.3% of females report they have been provided information about college rules and policies for drinking ($p = .414$). Since enrolling, 96.4% of males and 98.3% of females report they have been provided with information about the penalties and consequences for violating the alcohol policy ($p = .001$). Since enrolling, 86.7% of males and 84.6% of females report they have been provided with information about the drinking behaviors of a typical UM student ($p = .059$). When asked which of the following statements that students agreed with in a “check all that apply” scenario, 13.5% of males and 7.7% of females said that they wished they knew more about the UM alcohol policy ($p = .031$), 66.7% of males and 67.2% of females said that they have plenty of opportunities to learn about the UM alcohol policy ($p = .686$), 63% of males and 76% of females know where to get information about the UM alcohol policy ($p = .005$), 38.4% of males and 28.2% of females wish that did not have to learn as much about the UM alcohol policy ($p = .237$).

In relation to policy, when asked if students thought that knowing the alcohol policy kept them from drinking, 4.1% of males and 6.4% of females responded yes. Another 41.5% of males and 50% of females responded maybe, they are more careful about where they drink and how much they drink, but as long as they don’t get caught, they will still drink every now and then. The remaining students answered no, knowing the UM alcohol policy has no effect on their drinking behavior, with 45.1% of males and

32.5% of females choosing this answer ($p = .005$). It was hypothesized that there would be a significant difference between male and female perceptions of alcohol policy and their resulting behavior. This hypothesis was supported, $\chi^2 (6, N = 534) = 18.454, ns, \phi = .196$. When asked how strongly students felt the alcohol policy was enforced overall, 55.4% of males and 48.2% of females felt that the policy is strongly enforced, 37.9% of males and 41.9% of females feel that the policy is somewhat enforced, 5.1% of males and 9.5% of females felt that the policy was weakly enforced, and 1.5% and 0.4% of females felt that the policy was not at all enforced. It was hypothesized that there would be a significant difference between gender and the perceptions regarding enforcement of policy. This hypothesis was supported, $\chi^2 (6, N = 534) = 37.993, ns, \phi = .281$. When asked how students felt the UM alcohol policy was enforced in their housing, the majority of students felt that it was either strongly enforced (46.4% of males and 35.3% of females) or somewhat enforced (33% of males and 41.3% of females), mimicking the responses to how the policy is enforced overall. It is important to note that females were skewed toward the center while males tended to believe the policy was more strictly enforced.

Discussion

The evidence found in the present study supports the hypothesis that there is a statistically significant difference between male and female drinking behaviors and supports that there is a difference between men's and women's adherence to and perception of alcohol policy. More specifically, the study reveals differences in male and female alcohol consumption and reasons for choosing whether or not to participate in drinking, as well as if differences in knowing the policy affected behavior.

In an analysis of behavior prior to attending college, it was found that men drank more and in riskier situations. Women were found to drink more with their parents or at social events, while men drank more regularly. There was a statistically significant difference in the amount and frequency that men and women consumed alcohol prior to attending college. From here, drinking habits once in college were compared to those in high school. There was no statically significant difference between the amounts of change in drinking habits from high school to college between genders. This may be attributed to the fact that males were drinking more prior to college, so their drinking levels did not rise abruptly to adjust to college.

When looking at consumption patterns once in college, both men and women tend to drink on the same days of the week with the exception of Sunday, on which men drink considerably more. In relation to areas that students are drinking, almost all of the areas surveyed were consistent between genders, with the exception of Vaught Hemingway Stadium and the Grove. Both of these venues are associated with college football, which may explain the larger proportion of men engaging in drinking in these areas. It should also be taken into account that the survey was given in the Fall of many women's freshman year, which is when they may be participating in Greek recruitment and would want to be on their best behavior, which may mean limiting their alcohol consumption in these public arenas.

When comparing how men and women procured alcohol, the two major differences were through false identification and sorority and fraternity events. Men are much more likely to own and use a form of false identification, which would fit in with research on men's willingness to engage in risky behavior. The difference in procurement

through sorority and fraternity events can most likely be explained by the assumption that fraternities are the ones buying alcohol in order to distribute to others as an incentive to attend that fraternity's social events. Because males comprise the membership of fraternities (the entity buying the alcohol), women would be the main benefactors of this situation therefore increasing the levels of alcohol that women can access at sorority and fraternity events. With fraternities buying alcohol, this also limits males' alcohol consumption to those who are affiliated with that particular Greek chapter.

When asked about their top reasons for drinking, survey participants responded that they felt more social when they were drunk, they liked the feeling of being drunk, and that they felt happier when drinking or drunk. The most frequently listed reason, that they felt more social when drunk, coincides with a plethora of research on social pressures and drinking in college. Many students may perceive drinking as a way to loosen inhibitions and therefore break down social barriers, allowing them to form new relationships.

In addition to asking why students drink, a separate section was devoted to what keeps students from drinking. The majority of reasons are relatively similar between gender, but two questions proved incredibly meaningful to the study. It was found that only 23.3% of males and 16.7% of females refrained from drinking because they were scared of getting a strike under the UM alcohol policy, and only 16.9% of males and 13.4% of females refrained from drinking because they were afraid of violating the UM alcohol policy. The percentages for both men and women for both questions is significantly lower than the majority of other reasons cited, such as work or school. This

shows that students are putting the least amount of thought into the UM alcohol policy when considering whether or not to drink.

Finally, it was asked if students believed that the alcohol policy had any bearing on their behavior. Almost half of the males surveyed and one third of the females surveyed replied that no, knowing the alcohol policy has no effect on their drinking behavior. A significantly larger portion of males are willing to admit that the policy has no effect on their behavior, while more women replied that the policy may have an effect on their behavior. This indifference to the policy may be due to perceptions in how strictly the policy is enforced, how present authority figures are on campus, the number of students who receive disciplinary action versus the number of students who disobey the policy, and a host of other reasons. Men tended to believe that the policy was more strictly enforced, although there was no significant difference between men and women. This slight difference in perception may be due to men's propensity to drink in more public arenas, like the Grove and Vaught Hemingway Stadium, where they are more likely to be persecuted through the UM alcohol policy.

From this information, universities and colleges may be able to better target students who are prone to risky behavior. It is also important for institutions to understand how their policies are viewed, in order to know whether to make amendments to the policies themselves or in the way that the policies are enforced.

Limitations

There is no way to be certain that survey participants were truthful in their reports of alcohol use and/or abuse. With the subjects of alcohol abuse and underage drinking being relatively sensitive, the possibility of data error may be greater in the present study

than in others that deal with more mundane material. Although it is impossible to know, there is the possibility that some students who participated in the study were hesitant to reveal completely accurate reports of their alcohol use and perceptions. The culture surrounding the topic of alcohol may have led to underestimations or overestimations of alcohol consumption. However, from the data collected, it appears that most students were willing to admit that they consume alcohol to varying degrees. This limitation is inherent when conducting surveys, but is still important to consider when examining the results of the study.

The second limitation to be considered is the fact that only one university alcohol policy was called into question. As previously discussed, the findings that females are not more likely to adhere to the policy may be due to the way that the policy is viewed by students or enforced by administrators. Because only one specific alcohol policy was tested (The University of Mississippi Two-Strike Policy), the results may be limited to the campus that the survey was given. Other schools that enforce policies more or less strictly or operate under different circumstances may find different results.

The third limitation is the sample itself. The sample was taken as a convenience sample because EDHE classes offered a large number of first-year students and an environment and time in which to take a paper survey (123 total EDHE classes; 35 surveyed). Unfortunately, students enrolled in the Sally McDonnell Barksdale Honors College are often not enrolled in EDHE courses, and were therefore relatively absent in the sample. The sample did however represent a wide range of majors from different disciplines and schools. The presence of these students may have been enough to skew

the data in one direction or another, but it is impossible to know, as they were not part of the sample.

Future Research

In the future, research should be conducted on a variety of campuses in order to sample how different policies effect students' adherence to those policies. Because it is likely that there are multiple factors contributing to students' adherence to and awareness of policy, sampling universities and colleges with different policies, policy enforcements, and cultures would be a great step to understanding the intersections between students, alcohol, and policy. The use of focus groups or more qualitative studies would also be helpful in order to further understanding. Another possible avenue for research would be looking into gender differences in having and using false identification in relation to risk-taking. There were major and consistent differences between men's and women's use of false identification in the procurement of alcohol; this may be a better example of deference to law than alcohol policy is, as being caught with false identification can result in much harsher consequences.

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